

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 04447 251012Z  
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /045 W  
-----086610 251015Z /21

R 250650Z JUN 77  
FM AMEMBASSY JIDDA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8730  
AMEMBASSY DAMASCUS  
AMEMBASSY KUWAIT  
AMEMBASSY ATHENS  
AMCONSUL DHAHRAN  
USLO RIYADH

UNCLAS JIDDA 4447

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJ: PROCESS CONTROL MISSION, OCTOBER 1977

REF: USDOC 11623

1. JIDDA CONCURS IN CHANGE TO SPECIALIZED TM  
FROM SEMINAR. ATTENDANCE AT EVERY SEMINAR HELD AT POST  
HAS DROPPED SIGNIFICANTLY AFTER FIRST DAY'S EUPHORIA.  
FOR MOST PART, EXCEPTING EDP SALES SEMINAR, PRESENTATIONS  
HAVE BEEN WASTE OF TIME AND EFFORT IN THIS MARKET.

2. IN ORDER TO BEGIN SELECTION OF APPROPRIATE SAUDI  
TARGETS WE WOULD APPRECIATE KNOWING IDENTITIES AND  
PRODUCT LINES OF FIRMS AS SOON AS THEY ARE SUCCESSFULLY  
RECRUITED. ENCOURAGE THESE TO SEND US INFORMATIONAL  
COMPANY DATA FOR OUR EVALUATION OF TARGET. PLEASE  
DO NOT WAIT TILL FULL TEAM RECRUITED.  
FYI PROCURING OFFICER AT COMMERCE SHOULD ATTEMPT  
FIND COMPANIES PRODUCING LABOR SAVING DEVICES. FOR  
THE MONEY BEING SPENT SAUDIS WANT THE BEST. PRILI-  
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MINARY DISCUSSIONS WITH SAUDI MANAGERS INDICATE  
THAT SUBJECT HAS EVEN HIGHER POTENTIAL THAN  
ESTIMATED.

3. WE NEED KNOW EXACT NUMBER OF PARTICIPANTS IN  
ORDER MAKE HOTEL RESERVATION. COMPANY TAG-ONS  
FROM EUROPE OR ELSEWHERE ADDED WITHIN 30 DAYS OF

MISSION WILL HAVE TO MAKE OWN RESERVATIONS. AS  
SOON AS FINAL TALLY OF PARTICIPANTS AND NAMES ARE  
AVAILABLE PLEASE REMIT FULL LIST SO WE CAN ADD TO FORMAL NOTE  
TO SAG WITH REQUEST FOR ROUND TABLE DISCUSSION WITH  
SABIC, ISDC, MIN OF INDUSTRY AND OTHERS.

4. INSOFAR AS GROUP OR INDIVIDUAL SALES PRESENTATIONS  
ARE CONCERNED WE FEEL THAT A GOOD EVENING RECEPTION  
WITH BUFFET WOULD BE MUCH BETTER THAN AUDITORIUM OF  
COMMERCIAL CENTER PRESENTATION, RECEPTION ALLOWS LOCAL  
FIRMS TO GRAVITATE TOWARDS PARTICIPANT OF PARTICULAR  
INTEREST. PLEASE NOTE THAT DHAHRAN'S EXCELLENT  
HANDLING OF PENNSYLVANIA TM AND WAS CONSIDERABLY  
REINFORCED BY OUTSTANDING RECEPTION. IN OUR FIRST  
CONSIDERATION OF COMMERCIAL CENTER FOR PRESENTATION  
WE ESTIMATED NO MORE THAN 40 ATTENDEES FOR THIS  
SOPHISTICATED SUBJECT.FOR FUTURE CONSIDERATION  
CENTER COULD EASILY HANDLE THIS.

5. WE BELIEVE 200 BROCHURES FOR JIDDA AND RIYADH  
WOULD SUFFICE. DHAHRAN IS REQUESTED SPECIFY ITS  
NEEDS SEPARATELY.

6. PLEASE NOTE THAT BEST METHOD TO SEND BROCHURES  
AND COMPANY LITERATURE IS VIA APO NEW YORK 09697  
FOR JIDDA. AIR PARCEL POST CAN BE USED. DHAHRAN'S  
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APO ADDRESS IS APO NEW YORK 09616. AIRFREIGHT  
HAS PROVEN LEAST RELIABLE METHOD SECOND TO INTERNATIONAL  
MAIL. FYI IOWA TM MATERIAL AIRFREIGHTED IN APRIL  
STILL HAS NOT ARRIVED.

7. WE COMMEND COMMERCE CONTINUITY OF INFO AND EARLY  
ADVICE IN REFTEL. BUDGET ESTIMATES WILL BE SENT  
LATER.  
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## Message Attributes

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**Review Markings:**  
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